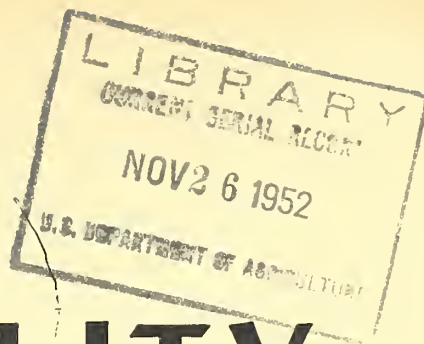


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AVAILABILITY

in Retail Food Stores

.... February 1952



U.S. DEPARTMENT of AGRICULTURE
✓ Production and Marketing Administration
✓ Fruit and Vegetable Branch

FOREWORD

This report summarizes information on availability of certain fresh citrus fruits, dried fruits, and canned and frozen juices in retail food stores in the United States during February 1952 as compared with earlier survey months. Preceding reports in this series, issued by the Fruit and Vegetable Branch of the Production and Marketing Administration, have presented similar information obtained from surveys during the months of October 1948; April, August, and November 1949; May and August 1950; and February, May, and August of 1951.

This report contains two groups of tables. Those in Section I present information as to the proportion of all retail food stores in the United States that had the indicated fruits and fruit products available for sale during the various survey months. Tables in Section II present data concerning the proportion of those stores handling fresh fruits and vegetables that had certain fresh citrus fruits available for sale during the survey periods.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,800 retail stores distributed among the 5 regions indicated in Table 1. Within each of the regions, the sample is comprised of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in Figure 1, and (4) by size of city in which the store is located.

This work is financed cooperatively by participating fruit industry groups and the United States Department of Agriculture. Funds used by the United States Department of Agriculture are those provided under the Agricultural Marketing Act (RMA-Title II).

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NOTE: February 1951 availability data have been revised slightly from those shown in preceding reports. These revisions were made in order to assure comparability with data for February 1952 which are computed on a slightly different statistical basis.

FRUITS AND JUICES

AVAILABILITY IN RETAIL FOOD STORES

FEBRUARY 1952

SUMMARY

Frozen concentrated orange juice was available in 48 percent of the Nation's retail food stores during February 1952, a record high for any survey month to date. This compares with 43 percent in February a year ago and represents a gain of about 20,000 in the number of stores handling the product. The February 1952 survey indicated that over 90 percent of all food stores with frozen food cabinets had frozen concentrated orange juice on hand. The proportion of stores with freezer cabinets--about one half of the total--varied considerably by region and by type of store. The number of stores handling frozen concentrated grapefruit and orange-grapefruit blended juices declined from last August. The proportion with frozen blended juice was also below February a year ago. Frozen lemonade base was available in 33 percent of the retail food stores during February 1952, compared with 34 percent last August and 23 percent in February 1951.

Shelf-pack concentrated orange, included in the survey for the first time, appeared in 23 percent of all stores but in more than half of the regional and national chain outlets. Shelf-pack concentrated prune juice, another new product to this survey, although found in 18 and 13 percent of the national and regional chain outlets, respectively, was available in only 3 percent of all types of stores.

Lack of volume production of Texas citrus fruit this season materially affected the regional distribution of Florida oranges and grapefruit. Florida oranges appeared in 31 percent of the food stores in the Mountain-Southwest region, compared with only 5 percent in February a year ago. This was an important factor in the greater availability of Florida oranges nationally during February 1952 than in the same month of 1951. Availability of California-Arizona oranges, on the other hand, declined from a year ago.

The predominant development in availability of canned juices was the shift in container sizes of juices stocked by retail food stores, as compared with February last year. Lower prices for citrus juices this season apparently induced some shift from No. 2 cans to more dependence on 46-ounce containers for retail sales. On the other hand, the steadiness of prune juice prices at about last season's level may have been one factor in national chain outlets stocking more of the smaller size containers of this juice.

Major developments among the dried fruits included in the survey were the substantial increase in availability of domestic dates and mixed dried fruit in retail food stores, as compared to February 1951, and the further increase in the proportion of national and regional chain outlets stocking dried prunes in transparent film bags.

Frozen Juices and Ade Bases

Householders could buy frozen concentrated orange juice in 48 percent of the Nation's retail food stores during February 1952 (table 7). This was the highest proportion of stores with this product available during any survey month thus far. Distribution of frozen concentrated juices is of course largely dependent upon availability of frozen food cabinets. Ninety-one percent of the stores equipped with freezer cabinets had frozen concentrated orange juice on hand during the month (table 8). Comparison of the availability in stores with freezer cabinets with availability in all stores shows the importance of wider use of these cabinets before distribution can be expanded much further. For example, the fact that only 72 percent of the regional chain stores and 46 percent of the independent stores stocked frozen concentrated orange juice, compared with 97 percent of the national chain stores, was primarily a difference in the number with this type of equipment in the store (tables 8 and 9).

During February 1952, availability of frozen concentrated grapefruit juice and frozen concentrated orange-grapefruit blended juice was somewhat less than in August 1951 (table 7). Availability of the frozen blended juice was also lower than in February a year ago, while that of frozen grapefruit juice was about unchanged. The decline in availability of frozen concentrated grapefruit and orange-grapefruit blended juices was greatest in the larger sales volume stores (table 10). Grapefruit juice was being sold in only 56 percent of these larger stores during the month, compared with 74 percent in February of last year. Frozen concentrated blended juice could be purchased in only 51 percent of the stores rather than the 61 percent a year ago. Contrary to this general decline in the availability of frozen concentrated grapefruit juice, there was an increase in the percentage of stores stocking this product in the Mountain-Southwest region. This may have been the result of the abnormally small supply of Texas grapefruit this season.

Frozen lemonade base was available to consumers in only 33 percent of the retail food stores during February, a slight decline from the proportion carrying the product in August of last year (table 11). Availability, however, was considerably improved over that of February a year ago. There was a pronounced decline in the number of stores with shelf-pack lemonade--only 19 percent had this product in stock instead of the 27 percent last August. National chain stores were the outlets with the largest reduction in availability of lemonade bases, compared with August a year ago.

Information concerning availability of frozen single strength lemon juice was obtained during February 1952 for the first time. Only 8 percent of all retail stores had the product for sale (table 12). This represented 16 percent of those stores with freezer cabinets (table 8). Frozen lemon juice was found more frequently in the larger stores--31 percent--but was hardly found at all in the smallest stores.

Shelf-pack concentrated prune juice, included in these surveys for the first time, could be bought in approximately 3 percent of the stores in February (table 14). However, distribution was considerably better in national

and regional chain stores--18 percent and 13 percent, respectively--than it was in independent stores. Shelf-pack concentrated orange juice, also included for the first time, was sold in 23 percent of all stores. More than one half of the regional and national chain stores had the product available in February, compared with only about one fifth of the independent stores. Availability was notably greater in the Pacific region than elsewhere (table 14).

Canned Juices

Availability of most of the canned single strength juices was slightly improved in February 1952, compared with the same month a year ago (table 7). The two exceptions were grapefruit and orange-grapefruit blended juices, which were available in about the same percentage of retail food stores as a year ago. During February 1952, consumers could buy canned tangerine juice in more retail food stores than during any previous survey month. The same was true for prune juice, as well as canned pineapple, apple, and grape juices.

Canned single strength orange juice was stocked by 94 percent of the retail food stores during February 1952, about the same as last August (table 7). This represented a slight increase over the 92 percent in February 1951. The increase, compared with last February, was primarily the result of more stores stocking orange juice in cans smaller than the No. 2 size. Availability of the No. 2 can size was slightly below a year ago (table 15).

Ninety-four percent of the independent stores were selling canned orange juice during February 1952, an increase over the 91 percent during the same month last year. Availability in regional chain outlets, however, declined from 98 percent in February of last year to 94 percent in the same month this year (table 15). Canned orange juice could be purchased in 98 percent of the retail food stores in the North Central region in February, an increase over the 92 percent in the same period of 1951. Availability also was improved in the South. Distribution was best in the North Central and Mountain-Southwest regions and lowest in the Northeast region.

Eighty-six percent of the retail food stores had canned single strength grapefruit juice on hand during February 1952, about the same as in August or February of the preceding year (table 7). The most pronounced shift in this period was the rather sharp reduction in the number of stores stocking grapefruit juice in No. 2 cans. Only 69 percent had this can size available, whereas 77 percent stocked it in February 1951 (table 16). All of this reduction was made in independent stores and regional chain outlets, while the proportion of these outlets with the 46-ounce can in stock remained about the same. The proportion of national chain outlets stocking the 46-ounce can increased from 95 to 97 percent. In the smaller towns (population under 10,000), availability of both size cans decreased. Distribution of canned grapefruit juice was poorest in the smaller stores--only 81 percent had the product available--and best among the larger stores--with 100 percent availability (table 16).

Changes in the availability of canned single strength orange-grapefruit blended juice in February 1952, compared with a year earlier, were much the same as for canned grapefruit juice (table 17). Availability of No. 2 cans declined sharply, mostly in independent stores and regional chain outlets. There was a smaller decline in availability of 46-ounce cans of blended juice, particularly in regional chain stores. It appears that many retail stores were reducing stocks to only one or the other of the principal can sizes, inasmuch as there was practically no change in total availability of blended juice. Distribution of blended juice was poorest in the smaller stores--only 45 percent had it in stock.

Consumers during February were able to buy canned single strength tangerine juice in almost 20 percent of the Nation's retail food stores, the highest proportion of stores stocking the product during a survey month thus far (table 7). Fifty-three percent of the national chain stores had tangerine juice on hand--a decline of four percentage points from a year ago, but the proportion of independent stores selling the juice increased to 17 percent (table 18). Tangerine juice was found in 77 percent of the largest stores but in only 10 percent of the smaller stores. Availability declined considerably in the Mountain-Southwest region, as compared with a year ago, but improved in each of the other regions.

Canned single strength lemon juice could be purchased in almost half--48 percent--of the retail food stores during February. This represented a slight increase in availability over the 45 percent a year ago. Availability was best in the larger stores and the national chain outlets--about 84 and 98 percent, respectively. It was lowest in the independent stores--46 percent--and the smaller stores in general--only 33 percent. The most noticeable increase, compared with a year ago, was the gain from 22 percent to 29 percent in the percentage of stores stocking lemon juice in bottles. The most noticeable decline was in the larger stores where only 84 percent had canned lemon juice in stock, compared to 100 percent of those surveyed a year ago. Availability of canned lemon juice was greatest in the Pacific region. It was lowest in the South, but was considerably improved in this area as compared with a year ago, with 26 percent of the stores selling the product instead of 19 percent.

Fresh Citrus Fruits

Oranges were available in 84 percent of all retail food stores during February 1952, a slightly larger proportion than in the same month last year (table 2). For the first time in a survey month, oranges were found in all the national chain store outlets surveyed. Ninety-seven percent of the regional chain outlets had oranges on hand, but only 83 percent of the independent stores had this fruit in stock. In each of these types of outlets, however, this represented some improvement in availability, compared with February of last year. The proportion of stores in the South selling oranges was greater than a year ago, while the proportion in the Pacific region declined.

Only 45 percent of all retail food stores had California-Arizona oranges available during February 1952, somewhat less than the 49 percent during February a year ago (table 3). Florida oranges, on the other hand, were found in 55 percent of all retail food stores during the month, representing an increase over the 49 percent a year ago. Thus a considerably larger proportion of stores during February 1952 had Florida oranges on hand than California-Arizona oranges. A year ago the proportion of stores with California-Arizona oranges was equal to those with Florida oranges.

The decline in availability of California-Arizona oranges, compared with a year ago was noted most in independent stores. At the same time, availability of Florida oranges increased in each of the major types of outlets.

The sharp increase in the percent of stores handling Florida oranges in the Mountain-Southwest region was an important factor in the increased national availability of these oranges (table 3). About 31 percent of the stores in that region had Florida oranges on hand, compared with only 5 percent in February last season. This reflected to a considerable extent the sharp decline in production of Texas oranges this season. Despite the lower Texas production, however, there was a decline in the availability of California-Arizona oranges in the Mountain-Southwest region.

About 96 percent of those retail food stores selling fresh fruits and vegetables had oranges on hand during February 1952 (table 24). This was a slight increase over the proportion of these stores with oranges during the same month last season. Compared with a year ago, availability of California-Arizona oranges in these stores declined from 56 percent to 52 percent. On the other hand, the proportion with Florida oranges increased from 57 percent to 63 percent.

Consumers were able to purchase tangerines in over 36 percent of the Nation's retail food stores in February 1952, compared with 34 percent during the corresponding month last year (table 4). Increases in availability occurred among the larger size food stores and in each type of outlet except regional chain stores. Only 34 percent of the independent stores had tangerines, while 82 percent of the national chain stores carried this fruit. Availability continued to be lowest in the Mountain-Southwest region, although distribution there was somewhat improved. Among the stores handling fresh fruits and vegetables, 42 percent were selling tangerines as against 40 percent in February 1951 (table 26).

Grapefruit were available in 61 percent of all retail food stores during February 1952, about the same as in February last year (table 4). Considering only those stores handling fresh fruits and vegetables, 70 percent had grapefruit on hand, about unchanged from a year ago (table 25).

Availability of both Florida and California-Arizona grapefruit, in stores handling fresh fruits and vegetables, was greater than in February last year. The gain was not sufficient to compensate for the lack of Texas grapefruit this season. The percent of these stores with California-Arizona grapefruit--14 percent--represented an increase of about one-half, while the number with Florida grapefruit--46 percent--was about one-fourth more than a year ago.

All national chain store outlets and most of the regional chain outlets surveyed in February had grapefruit available. However, only 59 percent of the independent stores had this fruit (table 4).

Lemons could be purchased in 76 percent of all retail food stores during February 1952, compared with 73 percent during the same month last season (table 6). Of the stores handling fresh fruits and vegetables, 87 percent had lemons on hand, a slight increase over the 85 percent of February a year ago (table 26). Only 86 percent of the independent stores with fruits and vegetables had lemons on hand, compared with 98 percent of the regional chain store outlets and 100 percent of the national chain outlets surveyed. Availability of lemons was lowest in the South where they were found in only 78 percent of the stores handling fresh fruits and vegetables. This represented a decline in the proportion of these stores with lemons, compared with February 1951.

Dried Fruits

Consumers could buy domestic dates, mixed dried fruits, and dried peaches in more retail food stores during February 1952 than during the same survey month of 1951 (table 20). The proportion of food stores with dried prunes, however, was almost unchanged from a year ago and the proportion selling dried apricots declined.

There was a slight increase in the percentage of stores with dates--49 percent in February 1952, compared with 45 percent a year ago. The largest increase was in availability of domestic dates. Whereas only 11 percent of all food stores stocked domestic dates during February 1951, almost 16 percent carried them during February of this year. In spite of this increase, however, imported dates were available in more than twice as many stores--38 percent of the total--as were domestic dates. This represented almost the same proportion of stores with imported dates as during the same month a year ago.

Distribution of domestic dates was best in the Pacific region and among national chain store outlets (table 21). Slightly more than half the stores in these two categories had domestic dates. The proportion of both national

chain outlets and independent stores carrying domestic dates increased over February 1951, but the proportion of regional chain outlets with these dates decreased from 28 percent to 25 percent. Regionally, availability increased everywhere except in the South and Mountain-Southwest. The increase was greatest in the Northeast and North Central region, where the number of stores with domestic dates almost doubled compared with the preceding February.

Dried prunes were found in about the same proportion of food stores during February 1952 as in the same month last year (table 22). The percentage of national and regional chain outlets handling dried prunes increased to a record level--100 percent and 99 percent, respectively, of the outlets surveyed. On the other hand, there was a slight reduction in availability of this fruit in independent retail stores.

Dried prunes packaged in transparent film bags were more widely stocked by national and regional chain outlets in February--55 percent and 32 percent, respectively--than during any preceding survey month. However, only 5 percent of the independent stores had this type of package available, a slight decline from a year ago (table 22). As a result of the increased availability of dried prunes in 1-pound cartons in regional and national chain stores, almost all of these outlets had this size package on hand. Regardless of these shifts in container usage, the regional pattern remained similar to a year ago. The 1-pound carton was stocked by a larger proportion of the stores in the North Central region than elsewhere, the 2-pound carton was more generally stocked in the Pacific region, and transparent film bags appeared mostly in the Mountain-Southwest and Pacific regions.

Availability of prune juice was somewhat greater during February 1952 than in prior survey months, with 72 percent of all stores stocking this juice (table 7). The increase in availability was the result of a larger proportion of independent stores stocking prune juice in quart bottles (table 19). At the same time, however, only 91 percent of the national chain outlets had the quart bottles in stock, compared with 96 percent during February of the previous year. Furthermore, only 91 percent of the national chain outlets surveyed had prune juice in any size containers on hand, compared with 100 percent of those surveyed a year ago. There was a marked increase in the proportion of these chain stores with prune juice available in containers smaller than the 1-quart size--86 percent--compared with only 56 percent of the preceding February. It is possible that the relative stability in the price of prune juice, compared to the decline in the prices of most other juices, induced national chain outlets to stock prune juice in the smaller containers.

Figure I.-REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.

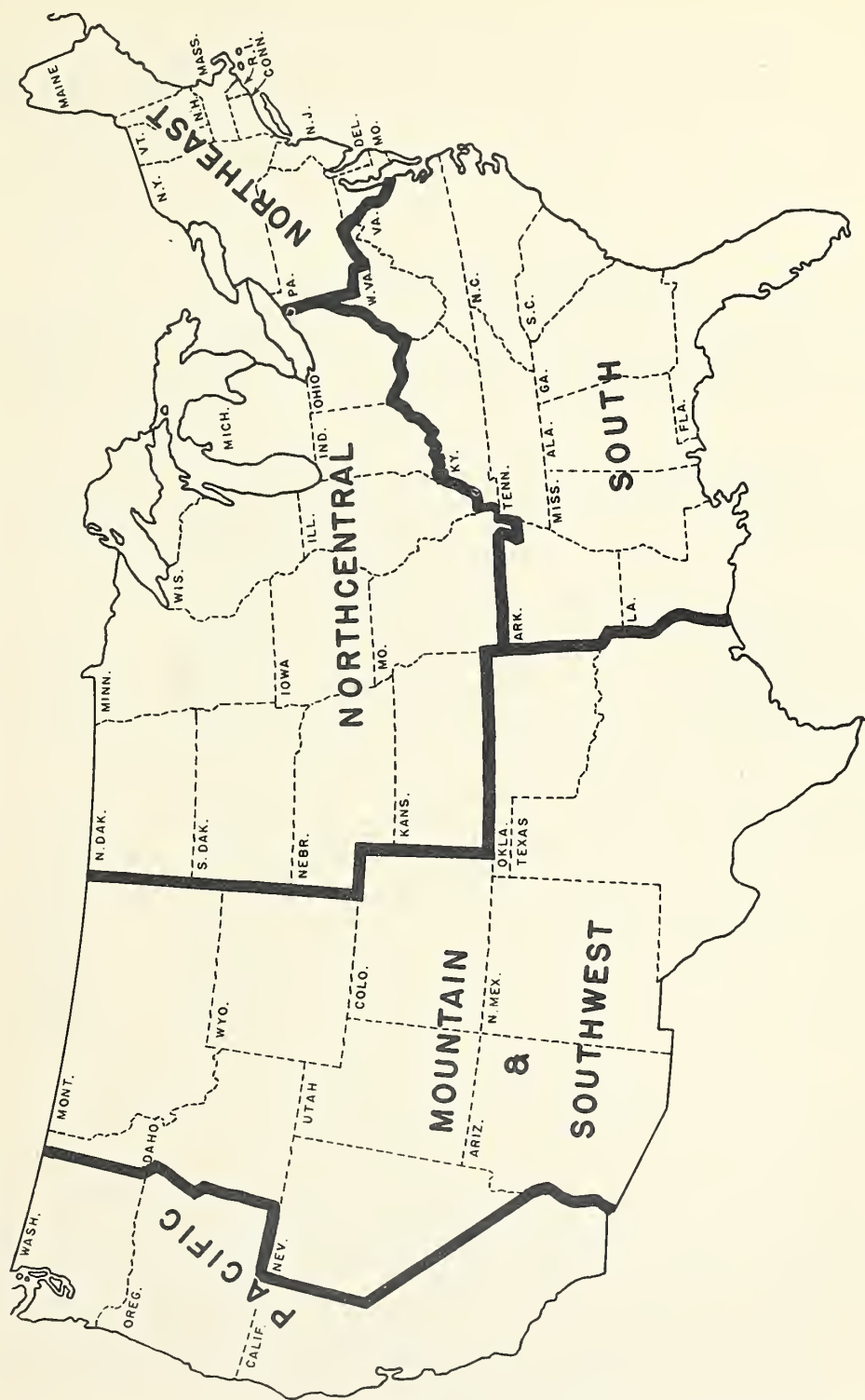


Table 1.- Composition of store samples for national retail food store audit 1/, February 1952

Classification	Number of stores audited		
	: Total	: With fruits	: With freezer
		and	: cabinets
		: vegetables*	
U. S. total	1,770	1,541	1,221
<u>Dollar volume of store business annually:</u>			
Under \$50,000	897	726	459
\$50,000 to \$100,000	446	406	360
\$100,000 to \$500,000	362	344	337
\$500,000 and over	65	65	65
<u>Type of store management:</u>			
National chains	56	56	53
Regional chains	108	102	89
Independent groceries	1,606	1,383	1,079
<u>City size, population:</u>			
Under 10,000	587	541	339
10,000 to 100,000	344	313	272
100,000 to 500,000	227	211	184
500,000 and over	612	476	426
<u>Region 2/ or city:</u>			
Northeast	244	213	172
North Central	267	201	200
South	234	261	88
Mountain-Southwest	251	232	170
Pacific	219	206	186
New York City <u>3</u> /	232	135	148
Chicago <u>4</u> /	143	134	97
Los Angeles <u>5</u> /	180	159	160

* Stores customarily handling fresh fruits and vegetables.

1/ Conducted by Industrial Surveys Co., Inc., for U. S. Department of Agriculture under RMA contract.

2/ Regions included the following States: Northeast - New England States, New York, New Jersey, Pennsylvania, Delaware, Maryland, and District of Columbia; North Central - Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Iowa, and Missouri; South - Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, and Arkansas; Mountain-Southwest - Idaho, Montana, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Texas, and Oklahoma; Pacific - Washington, Oregon, and California.

3/ Not included in Northeast Region.

4/ Not included in North Central Region.

5/ Not included in Pacific Region.

Section I

AVAILABILITY OF FRUITS AND JUICES IN RETAIL FOOD STORES

Table 2.- Fresh oranges: Percent of retail food stores with oranges available, by store classification, city size, and geographic area, specified months; 1950 - 1952

Classification	1950		1951		1952
	May	August	February	August	February
- - - - Percent of stores - - - -					
U. S. total	77.5	71.1	82.0	74.8	83.7
Volume of store business:					
Under \$50,000	71.8	63.5	75.0	64.2	77.3
\$50,000 to \$100,000	89.1	88.9	93.4	91.1	93.1
\$100,000 to \$500,000	96.9	94.7	95.3	96.3	96.9
\$500,000 and over	96.5	94.7	100.0	99.6	100.0
Type of store management:					
National chains	96.3	96.2	93.2	94.2	100.0
Regional chains	91.2	88.3	93.7	93.9	97.0
Independent groceries	76.4	69.6	81.2	73.6	82.7
City size, population:					
Under 10,000 1/	75.6	66.2	80.9	70.5	83.6
10,000 to 100,000	84.2	81.2	86.0	81.4	86.3
100,000 to 500,000	87.4	81.3	91.8	85.8	90.0
500,000 and over	67.4	65.9	72.6	73.0	75.7
Region 2/ or city:					
Northeast	82.5	79.6	86.0	86.9	86.5
North Central	93.5	91.1	92.3	91.2	93.6
South	57.9	41.6	72.1	51.9	77.0
Mountain-Southwest	79.6	71.6	80.6	75.7	80.7
Pacific	93.8	92.7	94.2	93.3	91.3
New York City	55.2	47.4	59.4	55.3	57.6
Chicago	85.2	84.6	89.4	92.3	92.3
Los Angeles	86.2	84.2	85.3	81.8	86.9

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 3.- Fresh oranges by origin of fruit: Percent of retail stores with California-Arizona and Florida oranges available by store classification, city size, and geographic area, February 1951 - 1952

Classification	: Calif.-Ariz. :		: Florida :	
	: oranges :		: oranges :	
	: February :		: February :	
	: 1951 :	1952 :	1951 :	1952 :
	- - - - Percent of stores - - - -			
U. S. total	48.7	45.3	49.4	54.7
<u>Volume of store business:</u>				
Under \$50,000	39.5	36.7	44.7	48.2
\$50,000 to \$100,000	64.5	56.4	53.9	62.2
\$100,000 to \$500,000	62.8	63.0	61.6	69.8
\$500,000 and over	91.7	88.0	69.6	83.0
<u>Type of store management:</u>				
National chains	72.6	71.2	73.2	88.6
Regional chains	61.3	61.5	71.9	75.3
Independent groceries	47.6	44.0	48.0	53.1
<u>City size, population:</u>				
Under 10,000 1/	39.0	35.2	46.6	56.5
10,000 to 100,000	60.3	59.9	52.9	55.4
100,000 to 500,000	65.8	55.6	55.8	54.3
500,000 and over	52.9	51.9	49.5	47.5
<u>Region 2/ or city:</u>				
Northeast	59.5	54.7	64.3	72.5
North Central	75.5	72.5	44.4	42.8
South	8.0	6.7	63.2	66.8
Mountain-Southwest	56.2	52.6	5.1	30.8
Pacific	93.7	88.4	3.7	2.4
New York City	39.9	38.4	59.4	56.2
Chicago	74.8	73.6	57.1	66.5
Los Angeles	85.3	79.7	-	-

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 4.- Fresh grapefruit and tangerines: Percent of retail food stores with indicated fruit available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: Grapefruit :		: Tangerines :	
	: February :		: February :	
	: 1951 :	1952 :	: 1951 :	1952 :
	- - - - Percent of stores - - - -			
U. S. total	61.6	60.8	34.5	36.1
<u>Volume of store business:</u>				
Under \$50,000	46.0	46.2	24.8	25.6
\$50,000 to \$100,000	84.7	81.4	44.3	44.3
\$100,000 to \$500,000	94.6	92.6	57.4	63.9
\$500,000 and over	100.0	100.0	84.4	91.7
<u>Type of store management:</u>				
National chains	93.2	100.0	76.8	82.2
Regional chains	89.2	92.9	67.5	63.2
Independent groceries	59.8	58.5	32.2	33.9
<u>City size, population:</u>				
Under 10,000 1/	55.1	55.6	25.0	25.7
10,000 to 100,000	69.5	67.6	45.0	49.5
100,000 to 500,000	77.6	76.7	45.1	49.6
500,000 and over	61.7	58.6	44.0	43.8
<u>Region 2/ or city:</u>				
Northeast	65.5	65.4	54.3	54.4
North Central	81.5	76.9	34.4	40.8
South	39.6	45.5	24.2	24.2
Mountain-Southwest	64.3	54.0	14.0	15.4
Pacific	79.9	75.5	26.2	25.6
New York City	54.1	49.8	41.3	39.8
Chicago	72.6	74.0	51.5	59.3
Los Angeles	75.9	74.7	41.5	43.6

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 5.- Fresh grapefruit, by origin of fruit: Percent of retail food stores with California-Arizona, Florida, and Texas grapefruit available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: Calif.-Ariz. :		: Florida :		: Texas :	
	: grapefruit :		: grapefruit :		: grapefruit :	
	: February :		: February :		: February :	
	: 1951 :	: 1952 :	: 1951 :	: 1952 :	: 1951 :	: 1952 :
- - - - Percent of stores - - - -						
U. S. total	7.7	12.0	31.0	39.9	25.1	8.0
<u>Volume of store business:</u>						
Under \$50,000	5.4	8.6	23.3	29.7	17.0	5.8
\$50,000 to \$100,000	8.5	14.3	42.2	50.5	36.0	11.2
\$100,000 to \$500,000	15.4	21.6	46.1	65.2	44.4	13.1
\$500,000 and over	17.4	29.5	60.8	81.8	36.0	11.7
<u>Type of store management:</u>						
National chains	16.0	30.2	65.2	85.6	25.8	7.8
Regional chains	8.7	27.6	54.6	71.8	32.0	8.7
Independent groceries	7.5	10.9	29.3	37.5	24.8	13.8
<u>City size, population:</u>						
Under 10,000 1/	6.1	9.8	24.4	35.5	25.5	7.2
10,000 to 100,000	8.9	15.6	34.3	45.8	30.1	10.0
100,000 to 500,000	13.2	17.8	45.2	51.9	23.5	12.9
500,000 and over	8.2	10.5	40.2	38.7	15.8	4.4
<u>Region 2/ or city:</u>						
Northeast	3.8	10.5	50.9	54.2	8.9	5.3
North Central	4.9	10.1	22.3	41.3	56.4	14.8
South	2.0	2.3	32.4	38.2	7.2	3.2
Mountain-Southwest	8.7	17.3	1.7	23.4	56.1	13.5
Pacific	60.0	64.6	4.0	10.6	32.7	14.1
New York City	2.4	2.8	52.5	46.8	.9	1.6
Chicago	6.2	27.0	49.2	41.4	30.9	13.3
Los Angeles	75.4	70.1	-	4.5	10.0	.5

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 6.-- Fresh lemons: Percent of retail food stores with lemons available, by store classification, city size, and geographic area, specified months, 1950 - 1952

Classification	1950		1951		1952
	May	August	February	August	February
- - - - Percent of stores - - - -					
U. S. total	73.5	77.9	73.1	83.3	75.7
Volume of store business:					
Under \$50,000	67.8	72.4	63.8	76.6	66.4
\$50,000 to \$100,000	83.3	90.9	85.8	93.8	90.5
\$100,000 to \$500,000	95.0	94.8	93.4	96.4	93.4
\$500,000 and over	96.1	91.8	100.0	99.6	100.0
Type of store management:					
National chains	100.0	97.1	100.0	100.0	100.0
Regional chains	81.5	80.7	86.7	95.0	95.1
Independent groceries	72.4	77.2	72.0	82.5	74.3
City size, population:					
Under 10,000 1/	71.6	78.4	69.6	84.1	72.3
10,000 to 100,000	79.4	80.7	78.3	84.4	80.8
100,000 to 500,000	84.5	83.9	85.3	89.2	88.7
500,000 and over	63.9	66.8	68.9	75.0	71.4
Region 2/ or city:					
Northeast	70.0	74.7	72.3	84.9	80.8
North Central	83.9	91.4	77.9	88.0	82.3
South	65.3	70.6	67.0	81.2	64.4
Mountain-Southwest	76.3	76.9	76.4	81.3	80.8
Pacific	92.5	94.0	91.7	92.2	89.6
New York City	56.4	43.9	60.5	58.7	59.1
Chicago	80.7	82.9	77.9	87.6	88.6
Los Angeles	86.2	85.1	83.8	83.4	80.3

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 7.- Juices and ade bases: Percent of retail food stores with indicated products available, specified months, 1950 - 1951

Commodity	: 1950 :	1951	: 1952	
	: August :	February:	August :	February
<u>Percent of stores</u>				
<u>Canned juices:</u>				
Orange	91.7	91.5	94.2	94.1
Grapefruit	83.1	86.1	86.8	86.5
Orange-grapefruit blend	57.6	58.4	59.9	58.2
Lemon	48.0	45.2	49.2	48.5
Tangerine	18.5	18.1	18.8	19.6
Apple	44.8	45.8	48.5	51.0
Pineapple	79.0	81.0	80.4	84.2
Prune	68.0	69.5	71.2	72.4
Tomato	93.5	92.1	91.6	93.2
Grape	72.2	74.2	*	75.9
<u>Frozen concentrated juices:</u>				
Orange	38.2	43.0	45.6	47.6
Grape	24.3	27.0	31.7	30.2
Orange-grapefruit blend	11.8	17.5	18.9	15.3
Grapefruit	15.8	21.6	24.3	21.7
Lemon 1/	*	*	*	8.2
<u>Shelf-pack concentrated juices:</u>				
Orange	*	*	*	23.1
Prune	*	*	*	3.5
<u>Ade bases:</u>				
Frozen				
Lemonade	19.9	23.1	34.4	32.9
Shelf pack				
Lemonade	12.2	*	27.2	19.3

* Data not available.

1/ Frozen single strength juice.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 8.- Frozen juices: Percent of retail food stores having frozen food cabinets with indicated products available, February 1952

Classification	:	Concentrate			:
	:	:	: Orange :	:	: Lemon,
	: Orange	: Grape-	: grape-	: Grape	: single
	:	: fruit	: fruit	:	: strength
:	:	: blend	:	:	:
- - - - <u>Percent of stores</u> - - - -					
U. S. total	90.7	41.4	29.2	57.5	15.7
<u>Volume of store business:</u>					
Under \$50,000	83.2	28.3	19.9	43.6	11.7
\$50,000 to \$100,000	94.7	43.7	30.4	57.7	18.6
\$100,000 to \$500,000	97.2	57.9	39.8	75.6	16.8
\$500,000 and over	100.0	56.5	50.8	89.6	31.0
<u>Type of store management:</u>					
National chains	99.6	47.6	46.5	69.6	23.9
Regional chains	97.1	63.9	53.1	85.1	23.1
Independent groceries	89.9	39.6	26.8	55.1	14.8
<u>City size, population:</u>					
Under 10,000 1/	86.1	35.5	24.9	51.6	12.2
10,000 to 100,000	93.8	49.1	32.1	65.2	20.6
100,000 to 500,000	93.8	43.6	25.5	58.9	14.3
500,000 and over	94.6	41.3	37.3	58.2	16.8
<u>Region 2/ or city:</u>					
Northeast	94.3	51.9	38.6	57.5	22.7
North Central	93.2	35.4	21.8	60.6	15.7
South	80.1	34.3	25.0	48.0	9.7
Mountain-Southwest	90.5	44.1	24.1	62.8	14.9
Pacific	87.4	31.8	27.5	51.8	10.5
New York City	98.6	58.5	46.6	70.5	12.3
Chicago	93.0	39.8	37.1	67.3	21.8
Los Angeles	91.9	34.8	21.1	50.8	.6

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 9.- Frozen concentrated orange juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1950 - 1952

Classification	: 1950	: 1951	: 1952	
	: August	: February	: August	: February
	- - - - Percent of stores - - - -			
U. S. total	38.2	43.0	45.6	47.6
Volume of store business:				
Under \$50,000	25.7	23.5	26.9	28.8
\$50,000 to \$100,000	62.8	71.0	69.0	73.0
\$100,000 to \$500,000	82.0	84.4	88.9	89.4
\$500,000 and over	89.5	97.3	99.6	100.0
Type of store management:				
National chains	72.2	71.6	94.9	97.0
Regional chains	64.9	67.8	69.4	71.5
Independent groceries	36.2	41.4	43.6	45.5
City size, population:				
Under 10,000 1/	28.5	32.2	34.2	36.3
10,000 to 100,000	49.2	55.9	58.6	60.1
100,000 to 500,000	55.6	57.6	61.8	61.8
500,000 and over	46.7	51.0	56.0	59.7
Region 2/ or city:				
Northeast	44.6	49.7	52.0	54.9
North Central	47.2	50.9	59.2	60.3
South	16.1	23.6	22.9	24.2
Mountain-Southwest	38.5	46.1	46.8	49.5
Pacific	64.6	67.4	73.3	72.9
New York City	37.7	50.2	50.9	57.0
Chicago	52.0	55.7	63.0	63.1
Los Angeles	76.8	75.4	78.0	80.7

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 10.- Frozen concentrated orange-grapefruit blend and grapefruit juices:
Percent of retail food stores with indicated product available,
by store classification, city size, and geographic area,
February 1951 - 1952

Classification	: Orange-grapefruit blend :		: Grapefruit			
	: 1951 :		: 1952 :		: 1951 :	
	: February: August		: February: August		: February: August	
	- - - - Percent of stores - - - -					
U. S. total	17.5	18.9	15.3	21.6	24.3	21.7
Volume of store business:						
Under \$50,000	7.5	8.8	6.9	9.0	10.9	9.8
\$50,000 to \$100,000	26.9	27.4	23.5	35.7	37.2	33.7
\$100,000 to \$500,000	43.3	46.6	36.7	51.5	58.2	53.3
\$500,000 and over	61.3	57.0	50.8	74.4	78.2	56.5
Type of store management:						
National chains	48.5	49.0	45.3	51.7	49.0	46.4
Regional chains	43.6	36.6	39.1	49.6	53.6	47.0
Independent groceries	15.8	17.6	13.6	19.8	22.6	20.0
City size, population:						
Under 10,000 1/	11.6	12.6	10.5	14.4	17.5	15.0
10,000 to 100,000	25.4	28.2	20.6	31.1	32.8	31.5
100,000 to 500,000	21.3	27.9	16.8	29.4	36.5	28.7
500,000 and over	23.1	21.1	23.5	26.5	27.8	26.1
Region 2/ or city:						
Northeast	23.1	29.3	22.5	26.9	34.4	30.2
North Central	21.0	23.8	14.1	27.3	27.7	22.9
South	8.3	6.4	7.6	11.7	12.2	10.4
Mountain-Southwest	11.3	14.9	13.2	18.3	22.3	24.1
Pacific	24.2	25.0	22.9	24.5	30.8	26.5
New York City	36.1	28.6	26.9	32.9	32.3	33.8
Chicago	23.1	20.4	25.2	25.3	26.6	27.0
Los Angeles	17.1	17.8	18.6	26.4	30.7	30.6

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc.,
under RMA contract.

Table 11.- Lemonade bases: Percent of retail food stores with frozen and shelf pack lemonade bases available, by store classification, city size, and geographic area, indicated months, 1950 - 1951

Classification	Frozen lemonade base		Shelf-pack lemonade base			
	1951		1952	1950 1/	1951	1952
	February:	August	February:	August	August	February
	----- Percent of stores -----					
U. S. total	23.1	34.4	32.9	12.2	27.2	19.3
Volume of store business:						
Under \$50,000	9.9	17.8	15.9	7.9	16.0	11.0
\$50,000 to \$100,000	39.6	54.9	50.8	18.2	38.0	28.8
\$100,000 to \$500,000	53.8	71.5	76.4	29.0	55.3	38.2
\$500,000 and over	60.6	94.3	85.1	41.8	72.0	56.0
Type of store management:						
National chains	39.4	85.0	72.9	24.3	56.1	41.9
Regional chains	48.6	58.6	61.8	35.3	65.6	50.6
Independent groceries	21.6	32.4	30.7	10.9	25.0	17.3
City size, population:						
Under 10,000 2/	15.7	24.9	24.4	12.2	24.7	18.2
10,000 to 100,000	33.3	48.0	45.1	13.1	32.1	24.2
100,000 to 500,000	28.9	44.9	41.7	13.1	31.1	18.9
500,000 and over	28.5	40.5	38.3	9.9	25.5	15.2
Region 3/ or city:						
Northeast	23.6	41.2	37.1	12.3	35.8	20.9
North Central	28.1	43.8	39.7	19.4	37.6	30.5
South	12.4	16.9	17.0	5.7	12.0	7.6
Mountain-Southwest	28.8	33.4	35.7	10.8	26.1	18.3
Pacific	33.9	58.0	53.8	20.6	48.7	40.5
New York City	29.2	41.4	38.6	1.9	11.6	8.0
Chicago	34.2	39.9	48.1	9.7	30.8	20.1
Los Angeles	50.8	53.8	68.8	22.8	26.7	36.3

1/ August 1950 was the only month prior to August 1951 that data were collected for this product.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 12.- Lemon juice, single strength: Percent of retail food stores with frozen and hot pack lemon juice available, by store classification, city size, and geographic area, indicated months, 1951 - 1952

Classification	Canned single strength		Frozen single	
	lemon juice		strength lemon juice	
	1951	1952	1951	1952
	February:	August	February:	February
	Percent of stores			
U. S. total	45.2	49.2	48.5	8.2
Volume of business:				
Under \$50,000	31.9	34.4	33.1	4.0
\$50,000 to \$100,000	60.1	68.5	67.7	14.4
\$100,000 to \$500,000	77.0	81.3	85.7	15.5
\$500,000 and over	100.0	99.6	84.2	31.0
Type of store management:				
National chains	96.2	98.5	98.0	23.3
Regional chains	91.1	95.0	84.0	17.0
Independent groceries	42.2	46.3	45.8	7.5
City size, population:				
Under 10,000 1/	34.3	40.0	41.2	5.1
10,000 to 100,000	58.7	57.8	54.0	13.2
100,000 to 500,000	52.2	58.0	56.8	9.4
500,000 and over	57.4	63.4	61.3	10.6
Region 2/ or city:				
Northeast	56.7	60.9	60.3	13.2
North Central	58.8	63.5	57.3	10.2
South	19.1	23.2	26.2	2.9
Mountain-Southwest	39.3	45.8	42.3	8.1
Pacific	69.4	67.1	67.3	8.8
New York City	50.2	56.5	57.0	7.1
Chicago	80.2	86.5	92.4	14.8
Los Angeles	80.0	80.2	79.6	.5

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 13.- Canned single strength lemon juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: 5 $\frac{1}{2}$ - or 6-oz. can :		Other 1/		: Total	
	: February :		: February :		: February	
	: 1951	: 1952	: 1951	: 1952	: 1951	: 1952
	- - - - Percent of stores - - - -					
U. S. total	29.9	31.0	22.0	29.0	45.2	48.5
<u>Volume of store business:</u>						
Under \$50,000	21.4	21.0	12.6	17.6	31.9	33.1
\$50,000 to \$100,000	38.8	37.8	30.9	43.9	60.1	67.7
\$100,000 to \$500,000	48.4	59.1	45.3	54.8	77.0	85.7
\$500,000 and over	86.8	78.6	66.0	60.8	100.0	84.2
<u>Type of store management:</u>						
National chains	77.2	74.2	59.1	69.8	96.2	98.0
Regional chains	63.1	50.4	63.7	67.8	91.1	84.0
Independent groceries	27.5	29.2	19.4	26.3	42.2	45.8
<u>City size, population:</u>						
Under 10,000 2/	21.2	23.0	18.1	26.9	34.3	41.2
10,000 to 100,000	42.9	41.2	22.8	27.6	58.7	54.0
100,000 to 500,000	40.2	41.1	21.2	27.2	52.2	56.8
500,000 and over	32.6	37.0	34.9	40.1	57.4	61.3
<u>Region 3/ or city:</u>						
Northeast	47.7	40.0	16.1	35.9	56.7	60.3
North Central	31.5	34.3	37.3	40.6	58.8	57.3
South	9.6	13.2	11.4	17.4	19.1	26.2
Mountain-Southwest	27.1	36.7	20.5	11.6	39.3	42.3
Pacific	61.0	57.8	12.7	18.4	69.4	67.3
New York City	39.4	39.8	26.1	37.3	50.2	57.0
Chicago	13.8	18.3	78.3	90.4	80.2	92.4
Los Angeles	44.4	77.0	45.9	7.5	80.0	79.6

1/ Includes both tin and glass containers.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 14.- Concentrated orange and prune juices, shelf pack: Percent of retail food stores with indicated product available, by store classification, city size, and geographic area, February 1952

Classification	Orange	Prune
- - - - Percent of stores - - - -		
U. S. total	23.1	3.5
<u>Volume of store business:</u>		
Under \$50,000	13.3	1.7
\$50,000 to \$100,000	33.4	3.8
\$100,000 to \$500,000	46.5	8.9
\$500,000 and over	66.4	18.3
<u>Type of store management:</u>		
National chains	51.1	17.9
Regional chains	58.6	12.9
Independent groceries	20.8	2.7
<u>City size, population:</u>		
Under 10,000 1/	21.2	3.0
10,000 to 100,000	27.7	4.9
100,000 to 500,000	23.9	2.2
500,000 and over	22.0	3.6
<u>Region 2/ or city:</u>		
Northeast	28.0	4.6
North Central	28.5	3.2
South	13.1	2.2
Mountain-Southwest	21.5	4.5
Pacific	43.7	5.7
New York City	17.7	2.9
Chicago	20.8	3.4
Los Angeles	33.0	2.7

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 15.-Canned single strength orange juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area. February 1951 - 1952

Classification	No. 2 can		46-oz. can		Total 1/	
	February		February		February	
	1951	1952	1951	1952	1951	1952
	- - - - Percent of stores - - - -					
U. S. total	79.7	77.4	66.6	67.1	91.5	94.1
<u>Volume of store business:</u>						
Under \$50,000	77.2	73.4	53.7	55.0	88.8	92.4
\$50,000 to \$100,000	82.2	80.8	86.0	85.3	94.3	95.3
\$100,000 to \$500,000	85.8	88.8	93.9	91.2	98.6	98.9
\$500,000 and over	92.7	88.3	94.8	100.0	99.6	100.0
<u>Type of store management:</u>						
National chains	97.7	91.2	98.9	98.8	100.0	100.0
Regional chains	90.0	87.6	85.9	85.0	98.1	93.8
Independent groceries	78.9	76.6	65.2	65.6	91.1	94.0
<u>City size, population:</u>						
Under 10,000 2/	77.0	76.9	64.3	64.1	92.0	96.0
10,000 to 100,000	81.5	75.6	69.4	70.6	90.8	90.7
100,000 to 500,000	86.1	80.6	68.2	68.3	95.1	95.6
500,000 and over	82.3	80.3	69.6	71.1	88.7	91.5
<u>Region 3/ or city:</u>						
Northeast	80.9	74.9	67.4	70.2	92.3	90.0
North Central	68.5	68.3	82.3	82.1	92.0	97.9
South	86.1	83.8	52.4	52.3	91.5	95.8
Mountain-Southwest	79.5	80.6	62.3	64.5	92.7	96.4
Pacific	83.3	80.1	82.9	81.4	94.4	91.9
New York City	74.7	75.4	68.4	62.6	79.1	81.9
Chicago	86.6	84.1	65.4	66.8	89.0	94.4
Los Angeles	93.0	89.0	81.2	80.3	95.6	92.3

1/ Includes other can sizes.

2/ Includes rural route stores outside of corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 16.- Canned single strength grapefruit juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	No. 2 can		46-oz. can		Total 1/	
	February		February		February	
	1951	1952	1951	1952	1951	1952
	----- Percent of stores -----					
U. S. total	77.2	68.7	60.8	60.6	86.1	86.5
<u>Volume of store business:</u>						
Under \$50,000	70.9	61.8	44.2	46.4	80.3	80.9
\$50,000 to \$100,000	86.3	79.0	86.4	81.7	95.4	94.2
\$100,000 to \$500,000	90.3	81.9	95.1	90.0	97.6	99.1
\$500,000 and over	97.8	94.1	94.8	98.8	97.8	100.0
<u>Type of store management:</u>						
National chains	89.4	90.0	95.2	96.9	100.0	100.0
Regional chains	95.8	83.7	90.0	89.4	96.8	97.8
Independent groceries	76.2	67.5	58.8	58.5	85.4	85.7
<u>City size, population:</u>						
Under 10,000 2/	74.0	62.1	57.5	53.3	83.8	83.0
10,000 to 100,000	79.3	74.3	62.3	66.8	87.2	89.4
100,000 to 500,000	84.4	80.9	61.5	67.0	92.1	93.9
500,000 and over	80.9	76.1	69.8	73.3	88.7	90.1
<u>Region 3/ or city:</u>						
Northeast	84.5	75.0	63.9	63.2	92.1	91.8
North Central	70.3	58.6	72.6	76.5	89.6	92.1
South	73.1	65.3	41.4	39.5	76.2	76.0
Mountain-Southwest	81.8	72.8	66.7	66.3	90.3	89.1
Pacific	82.0	79.4	86.3	85.4	95.0	95.2
New York City	76.9	75.0	65.8	58.9	80.3	80.5
Chicago	86.0	81.0	65.8	73.1	89.0	94.2
Los Angeles	92.6	92.6	82.8	86.1	97.3	98.3

- 1/ Includes other can sizes.
2/ Includes rural route stores outside corporate city limits.
3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 17.- Canned single strength orange-grapefruit blended juice: Percent of retail food stores with indicated can sizes available, by store classifications, city size, and geographic area, February 1951 - 1952

Classification	: No. 2 can		: 46-oz. can		: Total 1/	
	: February		: February		: February	
	: 1951	: 1952	: 1951	: 1952	: 1951	: 1952
	- - - - Percent of stores - - - -					
U. S. total	46.2	39.9	45.1	43.2	58.4	58.2
Volume of store business:						
Under \$50,000	35.2	27.4	31.2	28.9	45.8	44.8
\$50,000 to \$100,000	62.3	58.3	63.2	65.1	75.6	80.6
\$100,000 to \$500,000	68.1	63.9	75.6	69.4	85.5	81.7
\$500,000 and over	85.3	90.4	92.0	98.8	97.8	100.0
Type of store management:						
National chains	95.1	92.2	96.2	91.8	100.0	99.2
Regional chains	79.4	67.1	84.6	71.0	91.7	86.0
Independent groceries	43.7	37.6	42.3	40.9	56.1	56.0
City size, population:						
Under 10,000 2/	37.4	30.7	41.4	36.5	51.9	48.4
10,000 to 100,000	52.0	45.4	48.0	48.6	64.4	67.3
100,000 to 500,000	56.3	50.5	50.1	51.8	64.3	70.0
500,000 and over	61.7	58.2	50.2	53.7	67.6	71.7
Region 3/ or city:						
Northeast	63.7	54.9	54.6	55.0	74.5	76.2
North Central	45.6	39.9	66.0	63.6	74.3	73.8
South	27.3	18.6	16.7	15.4	29.1	26.5
Mountain-Southwest	32.8	34.9	36.7	31.5	46.9	49.0
Pacific	71.6	63.4	72.4	67.9	85.8	83.3
New York City	65.5	67.3	57.6	53.8	70.5	74.4
Chicago	69.3	71.9	57.1	56.2	73.8	82.3
Los Angeles	67.2	71.0	60.6	68.4	77.3	84.0

1/ Includes other can sizes.

2/ Includes rural route stores outside of corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 18.- Canned single strength tangerine juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: No. 2 can		: Other 1/:		Total
	: February		: February:		February
	: 1951	: 1952	: 1952	: 1951	: 1952
	- - - - Percent of stores - - - -				
U. S. total	14.1	15.2	6.7	18.1	19.6
Volume of store business:					
Under \$50,000	8.3	8.6	2.5	10.0	10.1
\$50,000 to \$100,000	14.6	18.3	10.3	21.6	27.3
\$100,000 to \$500,000	33.0	33.9	16.2	42.1	42.9
\$500,000 and over	56.8	59.8	38.7	69.0	76.7
Type of store management:					
National chains	43.0	45.2	29.6	57.4	52.9
Regional chains	42.3	41.7	27.9	59.2	57.0
Independent groceries	12.3	13.3	5.2	15.5	17.1
City size, population:					
Under 10,000 2/	11.0	12.2	6.8	14.5	16.9
10,000 to 100,000	16.0	16.8	5.9	22.3	20.4
100,000 to 500,000	17.0	18.5	9.1	18.6	24.2
500,000 and over	19.9	21.4	6.1	23.4	25.1
Region 3/ or city:					
Northeast	19.5	20.3	7.2	22.8	24.8
North Central	10.5	13.9	12.0	19.0	22.9
South	9.9	12.0	3.7	11.9	14.0
Mountain-Southwest	15.3	6.4	6.6	19.5	11.2
Pacific	12.6	16.3	3.7	14.3	17.4
New York City	30.6	26.9	4.2	32.5	27.8
Chicago	13.1	26.0	6.2	16.3	30.0
Los Angeles	13.2	20.0	1.1	14.2	20.6

1/ Includes both tin and glass containers.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 19.- Canned prune juice: Percent of retail food stores with indicated container sizes available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	Qt. glass		Other 1/		Total	
	February		February		February	
	1951	1952	1951	1952	1951	1952
	- - - - Percent of stores - - - -					
U. S. total	65.1	67.9	22.8	21.4	69.5	72.4
Volume of store business:						
Under \$50,000	52.8	57.1	13.1	11.6	57.4	61.0
\$50,000 to \$100,000	82.5	81.3	30.0	24.4	86.7	88.7
\$100,000 to \$500,000	92.6	93.9	48.2	52.8	96.5	97.4
\$500,000 and over	89.9	93.8	77.5	78.0	95.7	95.3
Type of store management:						
National chains	96.3	91.2	55.9	86.3	100.0	91.2
Regional chains	88.7	89.8	67.3	59.5	94.6	91.5
Independent groceries	63.4	66.4	20.2	18.3	67.9	71.1
City size, population:						
Under 10,000 2/	58.9	62.0	16.6	16.2	62.6	66.3
10,000 to 100,000	70.2	72.2	26.7	25.0	75.9	76.8
100,000 to 500,000	71.7	72.1	29.2	26.2	75.9	78.1
500,000 and over	74.6	80.2	34.3	31.8	79.8	84.0
Region 3/ or city:						
Northeast	78.6	78.2	17.6	14.5	79.7	81.7
North Central	66.9	74.6	21.6	20.7	74.0	78.8
South	49.6	52.0	14.0	10.9	52.3	54.7
Mountain-Southwest	63.7	66.3	36.6	41.5	71.8	77.3
Pacific	74.8	77.3	50.6	47.5	86.7	85.4
New York City	70.4	74.2	25.0	34.8	73.0	76.7
Chicago	73.9	78.4	48.1	46.8	80.9	84.4
Los Angeles	82.9	79.6	76.7	73.3	92.3	89.8

1/ Includes other containers and container sizes.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 20.- Dried fruits: Percent of retail food stores with indicated fruit available, specified months, 1950 - 1952

Dried Fruit	: 1950	: 1951		: 1952
	: May	: February:	May	: February
- - - - Percent of stores - - - -				
Dates				
Domestic	*	10.9	6.2	15.5
Imported	*	38.2	29.4	37.8
Unidentified	*	1.0	11.1	2.2
Total	33.5	45.0	40.4	49.2
Dried prunes				
1-lb. carton	64.0	73.8	66.1	72.9
2-lb. carton	21.0	22.5	22.1	23.0
Trans. film bag	6.0	8.7	8.1	7.3
Other (including bulk)	10.1	4.9	6.3	6.8
Total	76.1	81.6	77.4	81.0
Apricots	32.4	34.4	*	33.6
Peaches	33.6	36.4	*	37.1
Mixed fruits	9.1	12.8	*	16.9

* Data not available.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 21.- Dates, by origin: Percent of retail food stores with domestic and imported dates available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: Domestic dates		: Imported dates		: Total dates 1/	
	: February		: February		: February	
	: 1951	: 1952	: 1951	: 1952	: 1951	: 1952
	- - - - Percent of stores - - - -					
U. S. total	10.9	15.5	38.2	37.8	45.0	49.2
Volume of store business:						
Under \$50,000	6.1	10.7	23.9	22.4	29.5	32.9
\$50,000 to \$100,000	14.9	19.1	58.1	57.1	67.1	70.7
\$100,000 to \$500,000	21.0	26.8	68.3	73.2	77.1	85.5
\$500,000 and over	55.7	54.3	86.9	87.2	95.1	98.8
Type of store management:						
National chains	51.4	56.6	89.2	92.3	97.3	100.0
Regional chains	27.8	24.9	73.2	73.9	82.7	82.0
Independent groceries	9.3	14.2	35.6	35.0	42.3	46.6
City size, population:						
Under 10,000 2/	7.2	10.2	33.2	33.8	38.2	42.1
10,000 to 100,000	13.9	20.5	45.4	48.0	53.2	63.4
100,000 to 500,000	16.2	27.0	47.7	40.5	58.9	59.3
500,000 and over	15.8	19.4	37.5	34.1	46.7	45.5
Region 3/ or city:						
Northeast	11.7	18.5	40.3	43.0	50.0	56.7
North Central	11.0	21.4	55.2	48.2	62.7	68.9
South	1.0	1.0	18.1	20.1	18.4	20.8
Mountain-Southwest	14.2	13.8	51.3	52.6	58.0	60.7
Pacific	42.6	51.0	50.2	49.5	71.3	77.5
New York City	22.7	24.7	31.8	30.3	43.6	42.6
Chicago	10.8	13.2	40.1	48.4	48.6	56.0
Los Angeles	39.1	53.4	46.1	36.3	64.0	65.8

1/ Includes dates not identified as to origin.

2/ Includes rural routes outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 22.- Dried prunes, by size and type of package: Percent of retail food stores with indicated consumer package available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	1-lb. carton		2-lb. carton		Transparent film bag		Total 1/	
	February		February		February		February	
	1951	1952	1951	1952	1951	1952	1951	1952
- - - - Percent of stores - - - -								
U. S. total	73.8	72.9	22.5	23.0	8.7	7.3	81.6	81.0
Volume of store business:								
Under \$50,000	68.1	65.9	10.2	12.2	4.7	2.3	74.6	73.8
\$50,000 to \$100,000	81.8	82.7	28.3	28.4	6.4	8.5	91.1	91.0
\$100,000 to \$500,000	85.7	87.2	59.7	54.6	24.9	22.8	97.2	96.8
\$500,000 and over	93.8	97.0	87.9	89.0	41.9	46.1	100.0	100.0
Type of store management:								
National chains	92.0	97.0	89.2	85.2	48.1	54.7	96.3	100.0
Regional chains	79.3	92.6	73.4	66.1	22.5	32.0	95.4	98.9
Independent groceries	73.2	71.4	18.9	19.7	7.3	5.2	80.7	79.8
City size, population:								
Under 10,000 2/	70.5	71.0	21.3	23.1	7.8	5.9	80.1	79.7
10,000 to 100,000	74.0	70.5	23.8	24.7	11.3	9.0	82.3	80.7
100,000 to 500,000	84.7	79.2	26.2	20.4	10.4	11.7	89.2	86.8
500,000 and over	78.7	79.8	22.2	21.8	6.5	7.2	81.1	82.6
Region 3/ or city:								
Northeast	75.7	76.0	25.7	26.9	4.4	2.7	84.4	85.5
North Central	85.9	83.0	28.1	28.4	4.7	4.9	93.2	90.3
South	67.2	67.2	7.8	7.5	6.7	3.1	71.6	68.9
Mountain-Southwest	65.1	62.7	23.9	27.5	23.9	27.1	80.8	82.3
Pacific	67.2	59.0	58.4	61.9	23.8	19.5	90.6	88.1
New York City	64.6	69.6	34.4	30.0	6.8	10.1	68.2	73.7
Chicago	87.7	91.7	8.9	11.1	7.0	6.2	88.2	94.8
Los Angeles	81.1	81.8	43.3	43.9	42.6	34.7	90.0	89.4

1/ Includes prunes in bulk form.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 23.- Dried peaches, apricots, and mixed fruits: Percent of retail food stores with indicated fruit available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: Dried peaches		: Dried apricots		: Mixed fruit	
	: February		: February		: February	
	: 1951	: 1952	: 1951	: 1952	: 1951	: 1952
	- - - - Percent of stores - - - -					
U. S. total	36.4	37.1	34.4	33.6	12.8	16.9
Volume of store business:						
Under \$50,000	25.9	26.2	17.9	16.6	6.4	9.6
\$50,000 to \$100,000	43.6	48.0	54.4	53.1	17.2	23.7
\$100,000 to \$500,000	65.9	63.6	71.4	74.1	27.8	31.5
\$500,000 and over	90.3	84.5	99.6	92.8	70.3	80.9
Type of store management:						
National chains	76.1	76.1	81.4	94.5	67.9	57.7
Regional chains	74.0	66.4	77.8	78.5	46.3	47.6
Independent groceries	34.0	34.8	31.6	30.2	10.2	14.6
City size, population:						
Under 10,000 1/	42.5	43.8	30.9	29.1	9.6	12.9
10,000 to 100,000	31.3	29.1	38.3	43.0	11.8	17.1
100,000 to 500,000	35.6	37.2	37.4	31.1	15.4	19.9
500,000 and over	23.5	25.0	38.3	35.8	24.4	29.5
Region 2/ or city:						
Northeast	15.0	15.0	34.7	30.2	13.8	22.0
North Central	33.4	33.8	48.2	50.1	15.5	20.1
South	54.3	51.6	15.4	13.7	4.1	6.4
Mountain-Southwest	55.1	61.2	52.8	52.6	8.3	9.0
Pacific	38.0	45.3	46.9	49.6	26.7	25.5
New York City	7.3	6.4	33.2	31.4	35.8	36.4
Chicago	24.1	35.3	32.6	51.8	29.1	46.5
Los Angeles	42.7	48.8	51.5	53.9	21.5	22.9

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

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Section II

AVAILABILITY OF CITRUS FRUITS IN STORES HANDLING

FRESH FRUITS OR VEGETABLES

Table 24.- Fresh oranges, by origin of fruit: Percent of retail food stores customarily handling fresh fruits and vegetables with indicated oranges available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: Calif.-Ariz. :		: Florida :		: Total 1/ :	
	: Oranges :		: Oranges :		: Oranges :	
	: February :		: February :		: February :	
	: 1951 :	1952 :	: 1951 :	1952 :	: 1951 :	1952 :
- - - - Percent of stores - - - -						
U. S. total	56.4	52.3	57.3	63.1	95.0	96.5
<u>Volume of store business:</u>						
Under \$50,000	48.8	45.3	55.3	59.5	92.8	95.5
\$50,000 to \$100,000	67.5	58.9	56.4	64.9	97.7	97.3
\$100,000 to \$500,000	65.1	64.3	63.8	71.2	98.8	99.0
\$500,000 and over	91.7	88.0	69.6	83.0	100.0	100.0
<u>Type of store management:</u>						
National chains	72.6	71.2	73.2	88.6	93.2	100.0
Regional chains	65.4	63.3	76.7	77.5	100.0	100.0
Independent groceries	55.6	51.3	56.0	61.8	94.8	96.3
<u>City size, population:</u>						
Under 10,000 2/	44.9	39.9	53.7	64.0	93.3	94.7
10,000 to 100,000	68.6	68.8	60.1	63.6	97.7	99.1
100,000 to 500,000	69.7	61.5	59.1	60.1	97.3	99.5
500,000 and over	69.1	66.6	64.6	60.8	94.8	97.0
<u>Region 3/ or city:</u>						
Northeast	67.9	62.4	73.4	82.7	98.2	98.8
North Central	81.1	76.9	47.7	45.4	99.2	99.3
South	9.7	8.0	76.9	80.6	87.7	92.9
Mountain-Southwest	66.2	61.7	6.0	36.1	94.9	94.5
Pacific	98.5	93.9	3.9	2.6	99.0	97.0
New York City	63.8	63.1	95.1	92.3	95.1	94.6
Chicago	80.7	78.6	61.6	71.1	96.4	98.6
Los Angeles	97.5	91.7	-	-	97.5	100.0

1/ Includes Texas and unidentified oranges.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 25.- Grapefruit, by origin of fruit: Percent of retail food stores customarily handling fresh fruits and vegetables with indicated grapefruit available, by store classification, city size, and geographic area, February 1951 - 1952

Classification	: Calif.-Ariz. :		: Florida :		: Total 1/ :	
	: grapefruit :		: grapefruit :		: grapefruit :	
	: February :		: February :		: February :	
	: 1951 :	: 1952 :	: 1951 :	: 1952 :	: 1951 :	: 1952 :
	- - - - Percent of stores - - - -					
U. S. total	8.9	13.9	35.9	46.1	71.4	70.2
<u>Volume of store business:</u>						
Under \$50,000	6.7	10.6	28.9	36.6	56.9	57.0
\$50,000 to \$100,000	8.9	15.0	44.2	52.8	88.6	85.0
\$100,000 to \$500,000	15.9	22.1	47.7	66.5	98.0	94.6
\$500,000 and over	17.4	29.5	60.8	81.8	100.0	100.0
<u>Type of store management:</u>						
National chains	16.0	30.2	65.2	85.6	93.2	100.0
Regional chains	9.2	28.5	58.3	73.9	95.1	95.7
Independent groceries	8.8	12.7	34.2	43.6	69.8	68.1
<u>City size, population:</u>						
Under 10,000 2/	7.0	11.1	28.1	40.3	63.5	63.1
10,000 to 100,000	10.1	17.9	39.0	52.6	79.0	77.6
100,000 to 500,000	14.0	19.7	47.9	57.4	82.2	84.9
500,000 and over	10.7	13.5	52.6	49.6	80.6	75.2
<u>Region 3/ or city:</u>						
Northeast	4.4	12.0	58.1	61.8	74.7	74.6
North Central	5.2	10.7	23.9	43.8	87.6	81.5
South	2.4	2.7	39.4	46.0	48.2	54.9
Mountain-Southwest	10.3	20.3	2.0	27.5	75.8	63.3
Pacific	63.1	68.6	4.2	11.3	84.0	80.3
New York City	3.9	4.6	84.1	76.9	86.6	81.8
Chicago	6.7	28.8	53.0	44.3	78.3	79.0
Los Angeles	86.1	80.7	-	5.2	86.7	86.0

1/ Includes Texas and unidentified grapefruit.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.

Table 26.- Fresh lemons and tangerines: Percent of retail food stores customarily handling fresh fruits and vegetables with indicated fruit: available by store classification, city size, and geographic area, February 1951 - 1952

Classification	Lemons		Tangerines	
	February		February	
	1951	1952	1951	1952
	- - - - Percent of stores - - - -			
U. S. total	84.7	87.3	40.0	41.7
<u>Volume of store business:</u>				
Under \$50,000	79.0	82.0	30.8	31.6
\$50,000 to \$100,000	89.8	94.6	46.4	46.3
\$100,000 to \$500,000	96.8	95.4	59.5	65.3
\$500,000 and over	100.0	100.0	84.4	91.7
<u>Type of store management:</u>				
National chains	100.0	100.0	76.8	82.2
Regional chains	92.5	98.0	72.0	65.1
Independent groceries	84.0	86.4	37.6	39.4
<u>City size, population:</u>				
Under 10,000 1/	80.3	82.0	28.9	29.1
10,000 to 100,000	89.0	92.7	51.1	56.9
100,000 to 500,000	90.4	98.1	47.8	54.9
500,000 and over	90.0	91.5	57.5	56.1
<u>Region 2/ or city:</u>				
Northeast	82.6	92.2	62.0	62.1
North Central	83.8	87.3	36.9	43.3
South	81.5	77.7	29.5	29.2
Mountain-Southwest	90.0	94.7	16.5	18.1
Pacific	96.4	95.2	27.5	27.2
New York City	96.9	97.0	66.2	65.3
Chicago	84.0	94.7	55.6	63.4
Los Angeles	95.7	92.4	47.5	50.1

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Industrial Surveys Company, Inc., under RMA contract.



